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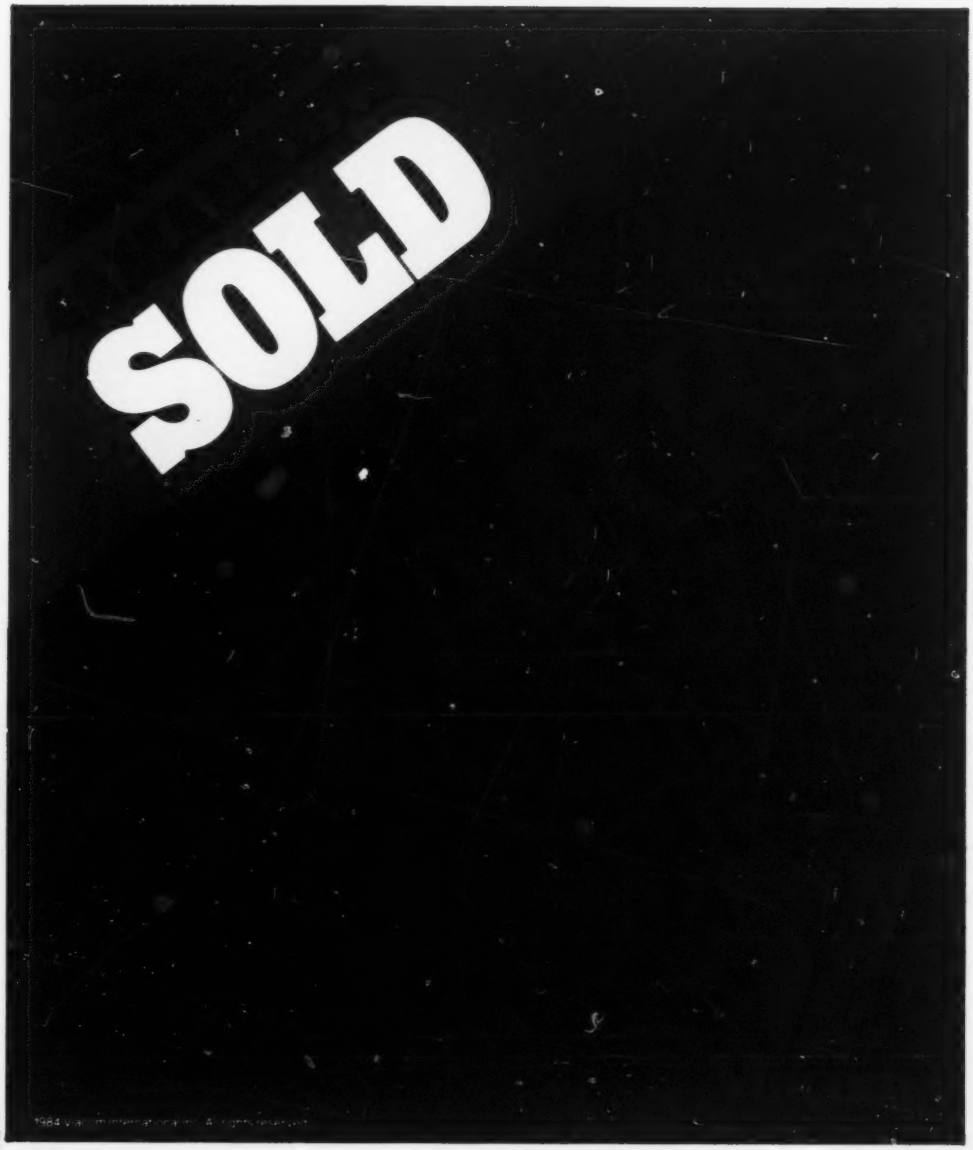
The Fifth Estate

Broadcasting ϟ Mar 5



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Vol. 106 No. 10

Broadcasting Mar 5

NAB releases 1981, 1982 TV station financial figures
FCC proposes locations for docket 80-90 FM's
Networks in New Hampshire □ Dingell "At Large"

TOO CLOSE TO CALL □ February sweeps are so tight, both ABC and CBS claim victory. **PAGE 35.**

NORTH TO NEW HAMPSHIRE □ Networks scramble to cover upset victory of Gary Hart in New Hampshire primary. **PAGE 36.**

Ernest Hollings under the lights in New Hampshire

80-90-684 □ FCC releases list of 684 locations, mostly in Southeast, where new FM's under docket 80-90 could be placed. **PAGE 39.**

TV FINANCIAL FIGURES □ National Association of Broadcasters, picking up where the FCC left off, has released television financial figures for 1981 and 1982. Figures show nearly all markets reporting profits, and many with very healthy bottom lines. **PAGE 40.**

MR. CHAIRMAN □ In an exclusive "At Large" interview with BROADCASTING editors, House Commerce and Energy Committee Chairman John Dingell surveys the political landscape and takes the measure of cable and broadcast legislation evolving in subcommittee. **PAGE 46.**

WORKSHOP TOPICS □ Association of National Advertisers television workshop examines clutter, network viewer erosion and split-30 commercial dilemma. **PAGE 56.**

PALM SPRINGS BOUND □ Four A's annual meeting set for this week in Palm Springs, Calif. **PAGE 57.**

PILOT SEASON □ Three networks put finishing touches on orders for fall pilots; mini-series also big this year. **PAGE 62.**

PROJECTION PREDICAMENT □ News network representatives from ABC, CBS, NBC and CNN testify before House subcommittee on early projection of election primaries. **PAGE 64.**

CAPITAL IDEA □ United Satellite Communications Inc., which has been beaming direct broadcast satellite service to parts of the East since last fall, is making private stock offering to raise funds. **PAGE 67.**

PIVOTAL POSITION □ As head of the National Telecommunications and Information Administration, David Markey confronts a range of complex issues in the setting of national telecommunications policy. **PAGE 95.**

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AdVantage

DeWitt on his own. Gene DeWitt, executive vice president and media consultant to Interpublic Group of Companies, New York, has formed his own company, DeWitt Media Inc., New York. Company will specialize in examining and improving advertising efficiency. DeWitt has held top executive positions at McCann-Erickson, BBDO and Rosenfeld, Sirowitz & Lawson. DeWitt Media is located at 575 Madison Avenue, Suite 1006, New York 10022; (212) 605-0369.

□

No-nonsense buy. No Nonsense Fashions Inc., New York, has come up with what it considers highly effective buy for its women's hosiery products. It is series of 90-second vignettes, blending one-minute profiles of famous "No Nonsense Women" throughout history with 30-second commercial for pantyhose products. Women to be spotlighted include Marie Curie, Eleanor Roosevelt, Fanny Brice, Carrie Nation and Isadora Duncan. Fifty-two vignettes are being carried on superstation WTBS(TV) Atlanta, reaching more than 80% of U.S. cable television households. Agency for No Nonsense is Grey Advertising, New York.

□

IBM move. As of March 1, Doyle Dane Bernbach, New York, became sole agency buying for IBM's network TV activity (personal computers, data equipment and corporate campaigns). Formerly, business was shared between DDB and Lord, Geller, Federico & Einstein, New York. According to IBM spokesman, consolidation should allow "economic and media buying advantages." Lord Geller will continue as agency for IBM's print campaigns.

□

New kid on block. Thomson-Leeds Co., New York, company that produces point-of-purchase advertising for national marketers, has reached agreement in principle with BBDO International Inc. to become part of BBDO group of companies. Thomson-Leeds will retain its name and current management team, operating as subsidiary of BBDO.

□

New business. Chiat/Day, New York, has been selected agency of record for Drexel Burnham Lambert, investment banking and securities firm. Account moves from Jim Johnston Advertising, New York. Other agencies that were considered included Needham, Harper & Steers, Jim Johnston and Lord, Geller, Federico & Einstein. Account is expected to bill in excess of $3 million.

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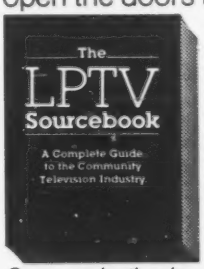

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five markets for four weeks and on TV in 12 markets for four weeks. Commercials will run on radio in all dayparts and on TV in daytime, early and late fringe and prime access. Target: women, 18-49. Agency: Lord, Sullivan & Yoder, Des Moines, Iowa.

Servistar Hardware □ Campaign will begin in early April for various hardware products for three weeks in approximately 60 television and 40 radio markets. Spots will run in all radio dayparts and in early and late fringe and news on TV. Target: men, 25-54. Agency: W.B. Doner, Southfield, Mich.

Frank's Nurseries □ Lawn and garden supplies will be highlighted in six-week campaign beginning April 11 in 12 marekts. Commercials will air in news, prime time and sports programing on TV and in all dayparts and baseball programs on radio. Target: adult homeowners, 25-54. Agency: Stone & August, Birmingham, Mich.

1983 spot radio

Total spot radio (national, regional and local) for 1983, when broken down by 27 major product categories, has been estimated at approximately $1.1 billion. The figures, which are based on national spot radio activity reported by leading rep companies to Radio Expenditure Reports Inc., Larchmont, N.Y., also include local data supplied by stations across the country, all multiplied by a projection factor to take into account local ad dollars not reported to RER.

Spot Radio Total—Full Year 1983

Product	Amount
1. Food	$182,113,193
2. Beer, Ale, Wine	$160,277,834
3. Travel and Shipping	$139,140,020
4. Miscellaneous	$130,083,756
5. Automotive	$112,740,372
6. Consumer Services	$109,697,661
7. Apparel	$30,096,213
8. Gasoline and Oil	$28,698,329
9. Cosmetics and Toiletries	$27,942,046
10. Soft Drinks	$27,826,950
11. Agricultural	$22,336,236
12. Amusements	$16,098,301
13. Publications	$15,290,075
14. Records, Tapes, Audio, TV's	$15,233,496
15. Drugs, Proprietaries	$14,205,611
16. Building, Hardware, Paint	$12,749,855
17. Home Furnishings, Appl.	$12,339,933
18. Religion	$10,544,028
19. Sports and Equipment	$10,136,118
20. Government	$9,475,737
21. Games and Toys	$6,112,791
22. Confections	$4,114,357
23. Soaps, Cleansers, Detrgts	$2,970,659
24. Medical and Dental	$2,574,967
25. Pet Products	$2,459,144
26. Tobacco Products	$2,335,869
27. Education	$793,855
Total	$1,108,387,406

FM allocations list continues from page 39.

Rockwood*, Rogersville*, Selmer, Spring City*, Tazewell*, Wartburg*. **Texas**—Abilene, Beaumont, Beeville, Bowie*, Bryan, Cameron, Carrizo Springs, Clarksville*, Corpus Christi, Daingerfield*, Del Rio, Eagle Pass, Edna*, Electra*, Elgin*, Friona*, Hamlin, Hemphill*, Hondo*, Jacksboro*, Jefferson*, Killeen, Laredo, Longview, Midland, Morton*, Odessa, Palacios*, Pearsall, Pecos, Plainview, Port Isabel*, Post*, Raymondville, Rockdale*, San Angelo, San Augustine*, San Diego*, Tahoka*, Trinity*, Tyler, Uvalde, Victoria, Wichita Falls, Winters. **Utah**—Delta*, Nephi*, Roosevelt*. **Virginia**—Bedford*, Bridgewater*, Broadway*, Charlottesville, Chase City*, Chesapeake-Portsmouth-Virginia Beach, Churchville*, Clincho*, Emporia*, Exmore, Gloucester Point*, Lawrenceville, Lynchburg, Mount Jackson*, Narrows*, Petersburg, Richmond, Roanoke, Saltville*, South Boston, West Point*. **Washington**—Camas*, Dayton*, Medical Lake*, Yakima. **West Virginia**—Bridgeport*, Charleston, Fisher*, Mannington*, Matewan*, Mount Gay-Shamrock*, Point Pleasant*, Salem*, White Sulpher Springs*. **Wisconsin**—Algoma*, Auburndale*, Black River Falls*, Bloomer*, Boscobel*, Brillion*, Columbus*, Evansville*, Mayville* Oconomowoc*, Oconto Falls*, Peshtigo*, Plymouth*. **Wyoming**—Kemmerer*. **Puerto Rico**—Naguabo*.

NAB Presents: The Return of the Financial Figures

The National Association of Broadcasters has picked up where the FCC left off in its reporting of television revenue figures—if only partially. Last Thursday, it issued market reports for 1981 and 1982, the first tabulations of individual television market data since the FCC stopped reporting industry financial data in 1980 (BROADCASTING, Aug. 10 1981). The 1981 NAB edition contains figures for 82 out of approximately 140 television markets with three or more stations; the 1982 report shows similar totals from 67 markets. Except for some "minor UHF stations not included in some markets," only markets with a maximum of three stations and 100% participation have been reported, the NAB said. Both reports include network compensation; total expenses; time sales; net revenues; pre-tax profits, and pre-tax profit margins.

According to the NAB reports, the largest Area of Dominant Influence (ADI) market reported in 1981 is fourth-ranked Philadelphia, which increased in net revenues from $141 million in 1980 to $161 million in 1981.

One figure of the NAB report that differs from the FCC's is the inclusion of a pre-tax profit margin (pre-tax profit divided by net revenues). That ranged from a high of 57.9% in 1981 and 62% in 1982 for 11th-ranked Houston to a low of minus 27.6% for 71st-ranked Rochester, N.Y., in 1981 and and a low of 12.5% for 102d-ranked Las Vegas in 1982. In the chart, a ' after the city indicates that figures include network compensation reported by stations with the Spanish International Network. A — indicates information was unavailable because not all stations provided data.

The complete report follows:

1981 television revenues, expenses and profits

Market (num. stations reporting)	Network comp.	National/ regional advertising	Local advertising	Total time sales	Trade-outs and barter	Net revenues	Total expenses	Pre-tax profit	Profit mgn.
Atlanta (4)	$5,382,583	$53,800,941	$38,076,242	$97,259,766	$1,594,062	$81,633,745	$48,147,559	$33,486,186	41.0
Augusta, Ga. (3)	1,893,531	4,481,806	5,275,432	11,650,769	293,837	10,789,357	10,548,552	240,805	2.2
Austin, Tex. (3)	979,408	10,269,364	8,675,816	19,924,588	326,844	17,140,183	12,140,253	4,999,930	29.2
Baltimore (3)	3,332,100	36,958,570	28,898,817	69,189,487	2,236,147	62,426,596	45,412,859	17,013,737	27.3
Baton Rouge (3)	1,766,463	6,055,013	10,649,699	18,471,175	242,950	16,292,475	14,453,625	1,838,850	11.3
Beaumont-Port Arthur, Tex. (3)	972,181	3,958,330	7,964,816	12,895,327	293,965	11,622,183	9,206,205	2,415,978	20.8
Billings-Hardin, Mont. (3)	918,766	1,996,505	2,532,102	5,447,373	184,466	4,988,374	3,571,632	1,416,742	28.4
Birmingham, Ala. (3)	3,408,463	17,252,061	12,935,190	33,595,714	445,036	28,554,871	13,622,401	14,932,470	52.3
Boston (6)	6,060,990	114,571,754	61,785,047	182,417,791	4,137,903	152,600,279	103,580,330	49,019,949	32.1
Bristol, Va.-Kingsport, Johnson City, Tenn. (3)	1,528,520	5,758,316	3,965,793	11,252,629	256,171	9,775,924	7,503,894	2,272,030	23.2
Buffalo, N.Y. (4)	3,248,959	27,743,416	17,157,458	48,149,833	781,785	40,467,261	30,514,586	9,952,675	24.6
Cedar Rapids-Waterloo, Iowa (3)	1,655,509	6,736,942	7,317,087	15,709,538	474,811	13,566,708	11,434,365	2,132,343	15.7
Charleston, S.C. (3)	1,079,443	5,033,558	6,401,206	12,514,207	251,793	10,996,820	9,170,416	1,826,404	16.6
Charleston-Huntington, W.Va. (3)	3,503,776	10,203,834	9,915,362	23,622,972	360,792	20,556,681	11,591,443	8,965,238	43.6
Chattanooga, Tenn. (3)	1,362,131	6,994,911	6,393,663	14,750,705	551,809	13,021,038	9,076,674	3,944,364	30.3
Colorado Springs-Pueblo (3)	824,106	6,610,204	7,179,853	14,614,263	198,833	12,707,763	9,668,804	3,038,959	23.9
Columbia-Jefferson City, Mo. (3)	1,157,889	2,551,302	2,448,705	6,157,956	157,389	5,890,089	4,733,685	1,156,404	19.6
Columbus, Ga. (3)	2,048,320	2,671,966	6,035,610	10,755,896	—	9,943,871	9,315,378	628,493	6.3
Columbus, Ohio (3)	2,833,850	23,751,449	22,942,988	49,528,287	730,223	41,578,906	24,986,588	16,592,318	39.9
Dayton, Ohio (3)	4,472,117	16,096,316	14,835,322	35,403,755	590,546	30,500,556	22,011,824	8,488,732	27.8
Des Moines, Iowa (3)	2,164,286	9,398,306	8,297,130	19,859,722	—	16,766,700	12,169,997	4,596,703	27.4
Detroit (4)	5,845,085	75,270,784	52,861,120	133,976,989	2,131,621	112,190,797	81,368,918	30,821,879	27.5
Duluth, Minn.-Superior, Wis. (3)	1,300,992	3,883,956	3,188,895	8,373,843	—	7,659,084	8,840,657	(1,181,573)	(15.4)
El Paso, Tex. (4)	783,063	4,690,094	8,273,742	13,746,899	350,847	11,938,269	10,580,132	1,358,137	11.4
Evansville, Ind. (3)	1,423,264	4,639,950	7,388,695	13,451,909	176,581	11,805,667	8,732,814	3,072,863	26.0
Fargo, N.D. (3)	1,124,013	3,966,853	5,081,867	10,172,733	—	9,400,788	7,788,072	1,612,716	17.2
Flint-Saginaw-Bay City, Mich. (3)	1,942,929	9,473,325	10,387,992	21,804,246	257,667	19,088,783	13,350,553	5,738,230	30.1
Ft. Myers-Naples, Fla. (3)	1,019,425	4,329,594	6,553,079	11,902,098	255,272	10,704,930	11,621,520	(916,590)	(8.6)
Ft. Wayne, Ind. (4)	1,116,183	6,040,224	7,351,987	14,508,394	1,051,898	12,878,160	12,438,010	440,150	3.4
Fresno-Hanford-Visalia, Calif.' (5)	1,986,879	13,150,794	11,828,908	26,966,581	1,157,017	22,780,762	21,729,154	1,051,608	4.6
Grnd Rpds-Btl Crk, Mich. (4)	2,971,658	15,899,579	12,769,220	31,640,457	368,187	26,880,156	18,411,571	8,468,585	31.5
Green Bay, Wis. (4)	1,610,787	7,553,576	8,972,213	18,136,576	352,173	16,867,624	14,200,097	2,667,527	15.8
Grnsbro-Wnstn Slm, N.C. (4)	1,959,960	13,079,621	10,945,710	25,985,291	785,675	22,310,524	17,413,069	4,897,455	22.0
Grnvle-Nw Brn-Wshngtn, N.C. (3)	1,440,407	7,110,181	3,403,824	11,954,412	310,865	10,680,599	9,696,415	984,184	9.2
Grnvle-Spbg, S.C.-Ash., N.C. (4)	2,532,788	19,590,305	10,905,308	33,028,401	—	28,580,009	17,578,863	11,001,146	38.5

Market (num. stations reporting)	Network comp.	National/ regional advertising	Local advertising	Total time sales	Trade-outs and barter	Net revenues	Total expenses	Pre-tax profit	Profit mgn.
Harrisburg-York-Lancaster-Lebanon, Pa. (5)	2,751,943	13,274,946	8,573,784	24,600,673	673,196	20,995,282	19,032,452	1,962,830	9.3
Hartford-New Haven, Conn. (3)	4,249,746	32,872,367	18,897,456	56,019,569	489,197	46,754,343	28,870,908	17,883,435	38.2
Houston (5)	3,985,832	97,006,143	59,325,893	160,317,868	933,189	135,628,447	57,104,844	78,523,603	57.9
Idaho Falls-Pocatello Idaho (3)	667,205	2,723,899	1,440,263	4,831,367	—	4,097,530	4,141,545	(44,015)	(1.1)
Jackson, Miss. (3)	1,680,384	5,831,678	6,911,478	14,423,540	—	12,256,736	10,017,719	2,239,017	18.3
Jacksonville, Fla. (4)	2,781,442	18,582,513	10,641,707	32,005,662	484,024	27,094,090	19,753,637	7,340,453	27.1
Joplin, Mo.-Pittsburg, Kan. (3)	1,370,208	2,755,832	2,821,876	6,947,916	60,628	6,705,818	5,917,413	788,405	11.8
Knoxville, Tenn. (3)	3,225,185	9,279,119	9,366,731	21,871,035	493,281	19,683,678	10,296,170	9,387,508	47.7
La Crosse-Eau Claire, Wis. (3)	998,584	3,162,858	3,959,694	8,121,136	129,625	7,403,248	5,797,152	1,606,096	21.7
Las Vegas (4)	705,090	6,730,214	15,268,478	22,703,782	598,640	20,061,746	24,063,048	(4,001,302)	(19.9)
Lexington, Ky. (3)	1,365,797	8,133,071	5,474,572	14,973,440	622,144	13,452,666	14,353,138	(900,472)	(6.7)
Louisville, Ky. (4)	3,709,281	15,690,634	17,396,860	36,796,775	1,207,329	32,193,536	28,609,112	3,584,424	11.1
Madison, Wis. (3)	1,272,199	6,213,780	7,691,580	15,177,559	486,025	13,441,745	10,432,666	3,009,079	22.4
Miami-Ft. Lauderdale (6)	6,697,102	58,432,511	60,866,153	125,995,806	2,701,214	104,464,427	—	—	—
Milwaukee (5)	3,265,196	27,101,260	26,665,161	57,031,617	1,390,920	50,577,681	41,549,725	9,027,956	17.8
Mobile, Ala.-Pensacola, Fla. (3)	1,684,607	9,480,440	9,887,969	21,053,016	212,947	17,866,842	12,086,002	5,784,840	32.4
Norfolk-Portsmouth-Newport News-Hampton, Va. (5)	3,073,498	12,173,644	18,424,638	33,671,780	1,253,471	28,466,246	19,450,832	9,015,414	31.7
Odessa-Midland, Tex. (3)	1,087,160	2,983,190	4,856,382	8,926,732	—	8,219,289	6,158,938	2,060,351	25.1
Oklahoma City (6)	2,970,813	22,269,541	24,717,120	49,957,474	977,689	45,551,145	37,774,300	7,776,845	17.1
Omaha (3)	1,929,621	9,988,949	13,868,776	25,787,346	278,785	22,101,556	18,309,836	3,791,720	17.2
Orlando-Daytona Beach, Fla. (4)	2,545,533	25,448,215	18,599,072	46,592,820	943,672	39,248,852	25,911,657	13,337,195	34.0
Philadelphia (7)	7,149,648	118,335,266	68,769,386	194,254,300	3,517,874	161,334,974	—	—	—
Pittsburgh (4)	5,324,555	53,648,886	33,296,700	92,270,141	3,205,416	77,489,719	60,618,106	16,871,613	21.8
Portland, Ore. (4)	2,612,201	36,184,429	25,293,740	64,090,370	1,137,064	53,940,628	40,359,381	13,581,247	25.2
Portland-Poland Springs, Me. (3)	1,350,154	6,802,052	5,702,334	13,854,540	229,489	12,492,335	—	—	—
Providence, R.I.-New Bedford, Mass. (3)	3,974,557	17,322,399	11,773,692	33,070,648	1,016,497	29,226,708	23,313,682	5,913,026	20.2
Raleigh-Durham, N.C. (3)	3,068,154	17,469,374	11,106,211	31,643,739	892,579	26,919,357	17,297,068	9,622,289	35.7
Reno (3)	610,010	5,112,746	5,129,192	10,851,948	86,733	9,288,720	9,012,792	275,928	3.0
Richmond-Charlottesville, Va. (4)	1,747,438	9,858,350	12,314,095	23,919,883	749,711	20,763,839	14,559,355	6,204,484	29.9
Roanoke-Lynchburg, Va. (3)	1,948,032	8,081,966	6,784,294	16,814,292	248,375	14,428,481	10,122,109	4,306,372	29.8
Rochester, N.Y. (4)	1,897,199	13,652,421	12,276,642	27,826,262	406,800	23,158,550	29,547,885	(6,389,335)	(27.6)
Sacramento-Stockton, Calif. (5)	2,945,359	41,451,488	21,687,816	66,084,663	—	58,522,499	53,656,651	4,865,848	8.3
Salinas-Monterey, Calif. (3)	1,556,013	6,349,747	8,490,714	16,396,474	320,492	13,947,720	12,981,023	966,697	6.9
Salt Lake City (4)	1,914,559	22,735,358	21,447,327	46,097,244	—	40,088,720	31,831,069	8,257,651	20.6
San Antonio, Tex. (4)	3,172,468	18,416,105	21,872,592	43,461,165	673,364	36,109,057	18,455,393	17,653,664	48.9
Santa Barbara-Santa Maria-San Luis Obispo, Calif. (3)	785,350	3,869,020	3,567,957	8,222,327	—	7,494,351	7,008,696	485,655	6.5
Savannah, Ga. (3)	1,359,949	3,517,609	5,202,163	10,079,721	139,137	8,976,800	7,230,727	1,746,073	19.5
Seattle-Tacoma (5)	3,895,218	60,717,822	39,594,408	104,207,448	2,475,513	87,797,757	61,996,755	25,801,002	29.4
Sioux City, Iowa (3)	1,353,854	3,162,967	4,168,238	8,685,059	307,696	8,179,942	7,275,258	904,684	11.1
Spokane, Wash. (3)	1,349,073	11,893,566	5,613,569	18,656,208	128,733	16,227,048	10,602,434	5,624,614	34.7
Springfield, Mo. (3)	1,517,813	4,643,735	5,819,118	11,980,666	—	10,948,506	7,509,641	3,438,865	31.4
Syracuse, N.Y. (3)	2,467,620	11,598,270	9,109,494	23,175,384	365,030	19,699,755	16,737,479	2,962,276	15.0
Washington, D.C. (5)	3,890,511	82,350,582	51,240,549	137,481,642	2,108,709	112,841,307	78,788,789	34,052,518	30.2
Wichita-Hutchinson, Kan. (3)	1,614,119	8,873,733	11,171,599	21,659,451	—	20,576,267	16,896,793	3,679,474	17.9
Wilkes Barre-Scranton, Pa. (3)	2,137,678	8,066,362	6,452,167	16,656,207	794,547	14,487,151	13,097,466	1,389,685	9.6
Youngstown, Ohio (3)	1,133,169	7,304,509	3,293,068	11,730,746	—	9,730,123	10,137,408	(407,285)	(4.2)

1982 television revenues, expenses and profits

Market (num. stations reporting)	Network comp.	National/ regional advertising	Local advertising	Total time sales	Trade-outs and barter	Net revenues	Total expenses	Pre-tax profit	Profit mgn.
Abilene-Sweetwater, Tex. (3)	960,864	2,991,357	3,634,026	7,586,247	—	6,955,395	5,419,098	1,536,297	22.1
Albany-Schenectady-Troy, N.Y. (4)	3,803,659	19,001,953	12,433,918	35,239,530	821,245	30,136,136	23,932,960	6,203,176	20.6
Amarillo, Tex. (3)	1,042,279	4,932,804	5,677,819	11,652,902	—	10,028,158	9,090,146	938,012	9.4
Atlanta (5)	5,431,821	67,556,440	46,292,552	119,280,813	1,619,163	99,502,524	59,699,165	39,803,359	40.0
Augusta, Ga. (3)	1,969,295	4,958,621	6,055,738	12,983,654	322,930	11,586,285	9,405,024	2,181,261	18.8
Austin, Tex. (3)	1,048,254	13,293,940	9,009,254	23,350,448	—	21,045,402	13,425,590	7,619,812	36.2
Bakersfield, Calif. (3)	882,755	5,830,817	4,494,268	11,207,840	115,966	9,429,540	6,742,296	2,687,244	28.5
Baltimore (3)	3,977,751	37,358,141	35,240,270	76,576,162	2,997,047	63,860,675	50,304,623	13,556,052	21.2

Market (num. stations reporting)	Network comp.	National/ regional advertising	Local advertising	Total time sales	Trade-outs and barter	Net revenues	Total expenses	Pre-tax profit	Profit mgn.
Beaumont-Port Arthur, Tex. (3)	982,758	5,004,800	7,943,884	13,931,442	312,158	13,016,105	9,936,820	3,079,285	23.7
Billings-Hardin, Mont. (3)	901,712	2,158,427	3,337,159	6,397,298	614,396	5,854,660	4,203,804	1,650,856	28.2
Boston (6)	5,900,569	140,051,196	74,688,489	220,640,254	4,712,175	184,672,153	128,960,577	55,711,576	30.2
Bristol, Va.-Kingsport, Johnson City, Tenn. (3)	1,677,847	6,603,889	5,025,596	13,307,332	313,515	11,359,208	8,284,948	3,074,260	27.1
Buffalo, N.Y. (4)	3,233,015	25,066,124	17,549,714	51,017,344	664,383	42,953,188	29,059,022	13,894,166	32.3
Cedar Rapids-Waterloo, Iowa (3)	1,635,270	6,942,190	7,318,957	15,896,417	238,437	14,202,177	13,359,197	842,980	5.9
Charleston, S.C. (3)	1,090,522	5,614,937	7,882,587	14,588,046	355,966	12,649,613	8,835,918	3,813,695	30.1
Charleston-Huntington, W.Va. (3)	3,996,049	10,881,074	10,227,367	25,104,490	395,915	22,052,655	14,014,440	8,038,215	36.4
Chattanooga, Tenn. (3)	1,346,599	8,294,980	7,226,137	16,867,716	480,011	14,431,691	10,220,963	4,210,728	29.2
Colorado Springs-Pueblo (3)	842,593	6,961,041	8,492,894	16,296,528	99,644	14,128,674	9,953,306	4,175,368	29.6
Dayton, Ohio (3)	4,285,489	17,222,109	15,841,814	37,349,412	—	31,962,212	21,806,813	10,155,399	31.8
Des Moines, Iowa (3)	2,312,937	9,434,924	9,548,717	21,296,578	—	18,072,341	13,643,099	4,429,242	24.5
Duluth, Minn.-Superior, Wis. (3)	1,302,352	3,975,887	3,263,768	8,542,007	542,137	7,766,202	7,284,814	481,388	6.2
El Paso, Tex. (4)	819,949	6,055,255	9,095,340	15,970,544	327,044	13,436,426	11,710,177	1,726,249	12.8
Evansville, Ind. (3)	1,457,211	5,214,831	8,122,166	14,784,208	210,959	12,818,974	12,132,493	686,535	5.4
Fargo, N.D. (3)	1,172,318	4,177,774	5,231,109	10,581,201	293,691	9,445,448	8,414,829	1,030,619	10.9
Flint-Saginaw-Bay City, Mich. (3)	2,058,587	11,218,228	11,096,096	24,372,911	224,273	20,841,738	13,667,144	7,174,594	34.4
Ft. Myers-Naples, Fla. (3)	1,097,654	5,090,577	7,688,759	13,876,990	377,535	12,400,507	11,919,882	480,625	3.9
Ft. Wayne, Ind. (4)	1,209,706	5,076,739	6,682,504	12,968,949	171,264	11,182,989	10,439,077	743,912	6.7
Fresno-Hanford-Visalia, Calif. [1] (5)	2,281,581	14,911,640	14,065,423	31,258,644	1,411,940	26,186,032	24,446,256	1,739,776	6.6
Green Bay, Wis. (4)	1,576,052	8,344,853	10,341,497	20,262,402	682,620	18,121,474	16,515,718	1,605,756	8.9
Greenville-Spartanburg, S.C.-Asheville, N.C. (4)	2,644,648	20,498,242	12,891,501	36,034,391	1,419,722	30,466,772	17,987,002	12,479,770	40.9
Hartford-New Haven, Conn. (4)	4,226,113	39,689,048	23,747,633	67,662,794	1,556,480	56,661,198	38,948,877	17,712,321	31.3
Houston (5)	4,368,596	122,810,761	72,725,235	199,904,592	1,270,450	168,479,877	64,086,320	104,393,557	62.0
Indianapolis (4)	3,123,297	40,875,737	34,077,721	78,076,755	596,580	65,225,045	42,301,150	22,923,895	35.1
Jacksonville, Fla. (5)	2,894,839	20,916,612	13,541,491	37,352,942	—	32,743,926	22,895,425	9,848,501	30.1
Knoxville, Tenn. (3)	3,310,599	11,311,403	11,724,126	26,346,128	506,837	23,354,081	12,536,364	10,817,717	46.3
La Crosse-Eau Claire, Wis. (3)	992,504	3,677,466	4,352,711	9,022,681	128,227	8,149,134	5,987,547	2,161,587	26.5
Las Vegas (4)	725,249	7,172,845	15,808,624	23,706,718	629,100	21,029,285	23,660,950	(2,631,665)	(12.5)
Lexington, Ky. (3)	1,399,757	9,649,445	5,672,727	16,721,929	217,493	15,088,487	12,483,195	2,605,292	17.3
Louisville, Ky. (4)	3,982,943	16,871,090	18,069,255	38,923,288	980,424	33,864,965	30,322,212	3,542,753	10.5
Macon, Ga. (3)	994,516	3,801,095	3,683,631	8,479,242	—	7,621,194	4,637,546	2,983,648	39.1
Madison, Wis. (3)	1,244,968	6,763,419	8,054,664	16,063,051	421,895	14,115,305	12,865,079	1,250,226	8.9
Miami-Ft. Lauderdale (7) [1]	7,622,566	77,084,888	65,929,397	150,636,851	2,080,165	122,377,603	—	—	—
Milwaukee (5)	3,242,491	32,502,709	30,235,579	65,980,779	1,474,890	56,579,654	44,340,098	12,239,556	21.6
Mobile, Ala.-Pensacola, Fla. (3)	1,697,492	9,794,935	11,101,985	22,594,412	224,014	19,203,967	14,608,645	4,595,322	23.9
Montgomery, Ala. (3)	2,009,274	7,396,819	5,013,286	14,419,379	274,379	12,383,165	7,588,544	4,794,621	38.7
Norfolk-Portsmouth-Newport News-Hampton, Va. (5)	2,426,976	15,184,479	21,272,001	38,883,456	1,250,993	33,653,951	21,290,083	12,363,868	36.7
Oklahoma City (6)	2,975,391	26,525,331	26,909,943	56,410,665	1,277,228	51,808,545	41,246,418	10,562,127	20.4
Omaha (3)	1,973,090	11,884,074	14,580,761	28,437,925	294,585	24,331,768	19,835,935	4,495,833	18.5
Orlando-Daytona Beach, Fla. (4)	2,706,800	30,939,658	21,076,894	54,723,352	1,272,846	45,880,829	29,261,783	16,619,046	36.2
Pittsburgh (4)	4,988,350	59,592,505	34,895,560	99,476,415	3,715,075	83,634,174	61,727,420	21,906,754	26.2
Portland, Ore. (4)	2,579,207	42,003,562	27,196,164	71,778,933	1,318,804	60,282,856	45,618,471	14,664,385	24.3
Providence, R.I.-New Bedford, Mass. (3)	4,150,569	19,190,966	14,536,243	37,877,778	854,412	31,833,764	23,856,008	7,977,756	25.1
Raleigh-Durham, N.C. (4)	3,188,877	21,660,394	12,350,435	37,199,706	1,209,865	31,549,238	22,205,657	9,343,581	29.6
Richmond-Charlottesville, Va. (5)	1,764,145	11,814,800	14,170,496	27,749,441	1,355,271	23,813,658	17,215,204	6,598,454	27.7
Roanoke-Lynchburg, Va. (3)	1,965,576	8,684,567	7,225,924	17,876,067	450,527	15,281,054	10,620,783	4,660,271	30.5
Rochester, N.Y. (4)	1,880,031	14,551,962	14,134,719	30,566,712	393,089	25,771,000	25,290,475	480,525	1.9
Sacramento-Stockton, Calif. (5)	3,276,983	52,332,606	25,956,358	81,565,947	1,342,157	68,294,530	57,700,992	10,593,538	15.5
Salinas-Monterey, Calif. (3)	1,395,089	7,606,452	9,028,436	18,029,977	420,970	15,453,247	12,293,852	3,159,395	20.4
Salt Lake City (4)	1,958,537	25,851,040	24,020,552	51,830,129	—	45,072,766	33,111,874	11,960,892	26.5
San Antonio, Tex. [1] (4)	3,045,376	26,092,522	23,710,810	52,848,708	495,112	43,744,537	21,283,569	22,460,968	51.3
Santa Barbara-Santa Maria-San Luis Obispo, Calif. (3)	796,695	5,052,921	3,820,424	9,670,040	188,298	8,242,304	7,558,453	683,851	8.3
Seattle-Tacoma (5)	4,278,399	70,142,734	42,461,005	116,882,138	2,546,407	98,309,473	69,041,143	29,268,330	29.8
Sioux City, Iowa (3)	1,327,257	3,210,596	4,246,003	8,783,856	—	7,983,717	6,968,329	1,015,388	12.7
Terre Haute, Ind. (3)	2,129,345	3,927,555	3,819,107	9,876,008	308,903	8,992,289	5,244,553	3,747,736	41.7
Tucson, Ariz. (4)	1,046,551	12,341,251	10,255,036	23,642,838	681,802	20,041,171	18,556,149	1,485,022	7.4
Wichita-Hutchinson, Kan. (3)	1,571,550	9,208,169	11,817,836	22,597,555	536,960	20,186,535	16,458,250	3,728,285	18.5
Wilkes Barre-Scranton, Pa. (3)	2,217,639	8,887,912	6,934,282	18,039,833	582,579	15,432,576	13,705,696	1,726,880	11.2

television commercial formats, while Bergin addresses sex in advertising. Other representatives on the panel will address advertising issues in Australia, Canada and Western Europe. The general sessions wind up Saturday afternoon with an address by Paul Harper, AAAA chairman and also chairman of the board and chief executive officer of Needham, Harper & Steers.

Golf and tennis events are scheduled for conference attendees concurrent with the meeting. □

TVB numbers. Advertising on network television in 1983 climbed by 13% over 1982 totaling $7,041,593,300, according to the Television Bureau of Advertising.

Using data supplied by Broadcast Advertisers Reports, TVB said 1983 was marked by a strong fourth quarter in which TV expenditures increased by 17.9% over 1982 to $2,146,173,700.

Fastest growing categories last year included optical services and supplies, up 149% to $6,704,500; freight and industrial development, up 106% to $49,959,200; office equipment, computers and copiers, up 101% to $260,213,000, and investment brokers, up 80% to $46,384,800.

The three top advertisers on network TV in 1983 were Procter & Gamble, with $366,663,100; General Motors Corp., $201,350,400, and the Ford Motor Co., $172,308,100. □

	Company	*1982*	*1983*	*% change*
1.	Procter & Gamble	$397,418,000	$366,663,100	- 8
2.	General Motors	164,261,500	201,350,400	+ 23
3.	Ford	128,885,400	172,308,100	+ 34
4.	General Foods	232,349,400	170,064,500	- 27
5.	American Home Products	160,767,200	161,442,200	0
6.	AT&T	95,086,200	146,603,800	+ 54
7.	Sears, Roebuck	102,563,800	145,006,800	+ 41
8.	Johnson & Johnson	121,845,300	131,265,900	+ 8
9.	Philip Morris	110,786,800	128,266,100	+ 16
10.	Bristol Myers	105,600,800	120,974,300	+ 15
11.	Anheuser-Busch	95,676,500	116,661,300	+ 22
12.	Lever Brothers	111,811,700	110,302,600	- 1
13.	General Mills	93,628,500	100,250,300	+ 7
14.	Coca Cola	85,673,100	95,888,700	+ 12
15.	Ralston Purina	82,570,700	94,438,500	+ 14
16.	Esmark Inc.*	86,845,600	88,153,000	+ 2
17.	Dart & Kraft	61,743,600	87,414,800	+ 42
18.	Warner Communications	79,177,200	84,259,800	+ 6
19.	Chrysler Corp.	68,219,500	84,193,700	+ 23
20.	Sterling Drug	66,383,700	82,682,300	+ 25
21.	Nabisco Brands	66,578,800	81,986,500	+ 32
22.	McDonald's	59,875,900	80,930,900	+ 35
23.	Beecham Group PLC	66,725,100	78,806,600	+ 18
24.	Gillette	74,025,400	75,317,900	+ 2
25.	Warner Lambert	80,900,800	74,655,100	- 8

Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.

Esmark Inc. figures includes those of Norton Simon, which Esmark acquired in 1983.

In Sync

The new NBC network

NBC's satellite distribution system is up and running and, according to the network, all's well. Twenty-two NBC television affiliates in the middle of the country have been fitted with earth stations and have been receiving up to five hours of network programing each day for nearly two months. "It's working very well," said Jack Weir, vice president, broadcast operations, NBC. "It's exceeding our technical expectations."

The head of one of those 22 affiliates readily concurs with Weir. "The difference is discernible to the naked eye," said Charles Whitehurst, vice president and general manager, WSFA-TV Montgomery, Ala. When a satellite feed is shown alongside a conventional terrestrial feed, he said, the former is noticeably superior. "It's a crisper, clearer picture," he said. Satellite distribution, he said, is "the first technological change that really jumps out at my eyes and says, 'I'm better.' " Plus, he said, the system "is probably going to be a lot more reliable."

According to Weir, the network has been delivering the two-hour *Today* show and a three-hour block of afternoon soap operas each weekday to the 22 affiliates. Some time in early May, he said, the stations will be completely weaned from the terrestrial landlines and will receive all their network programing by satellite.

Comsat General is building and operating the satellite network under terms of a long-term contract with NBC. Comsat installed a primary earth station and a back-up earth station at each of the 22 stations. (Most of the primary earth station dishes were eight meters or six meters in diameter, but a couple were 11 meters.) Through its contract with Comsat, NBC is paying for almost everything. All the affiliate has to provide, said Weir, is a level patch of ground and the electricity. Whitehurst said his station spent just $13,000 to accommodate the earth stations and that NBC is going to reimburse it for $5,000.

Encouraged by the results from the first 22, Weir said, Comsat is going ahead with the installation of earth stations at around 150 more affiliates and the network will cut its landlines and go exclusively satellite in early 1985. NBC's remaining affiliates will continue to get their feeds over landlines from nearby satellite-fed affiliates.

NBC's 22 satellite pioneers: WNDU-TV South Bend, Ind.; WTVO Rockford, Ill.; WTMJ-TV Milwaukee; KUTV Salt Lake City; KNOP-TV North Platte, Neb.; KMAR-TV Amarillo, Tex.; KTSM-TV El Paso, Tex.; WALA-TV Mobile, Ala.; KPRC-TV Houston; WMTV Madison, Wis.; WTCN-TV Minneapolis; KHAS-TV Hastings, Neb.; KMTV Omaha, Neb.; WGEM-TV Quincy, Ill.; KPNX-TV Phoenix; KOB-TV Albuquerque, N.M.; KOA-TV Denver; KTAL-TV Shreveport, La.; KCEN-TV Temple, Tex., and KFYR-TV Bismarck, N.D. According to Weir, KTVV Austin, Tex., was to be among the first group of satellite affiliates, but a local zoning ordinance have prevented Comsat from operating an earth station at the designated site.

Just a few hundred million

McDonnell Douglas Corp., the St. Louis-based aerospace company, announced last Monday (Feb. 27) an agreement to purchase Tymshare Inc., Cupertino, Calif., for $307.5 million in cash. McDonnell Douglas will pay $25 for each of Tymshare's 12.3 million outstanding shares. It also has an option to acquire an additional 2.25 million unissued shares at the same price. An earlier purchase agreement was terminated last December.

Tymshare derives most of its revenues, which totalled $288 million last year, from data processing and communications. But to those in broadcasting and cable, it is perhaps best known as the parent of Microband Corp. of America, the nation's leading MDS common carrier, which has announced plans to launch multichannel television or "wireless cable" service in New York, Washington and other major markets later this year. According to Microband Chairman Mark Foster, McDonnell Douglas has investigated and supports Microband's wireless cable ambitions. "They're fully aware and excited about the potential of what we are trying to do," Foster said. He was less sure about how the takeover would affect the Microband's structure or operations.

Tornado watcher

A man standing on a railroad station platform may notice that the sound of a whistle or bell on a rapidly approaching train changes as it passes him—the pitch or frequency of the sound dropping precipitously. The phenomenon, known as the Doppler shift, named after Austrian physicist Christian Doppler who first noted it in 1842, is also evident with light and radio waves and has seen wide application in astronomy and radar technology.

Advanced Designs Corp., Bloomington, Ind., is putting the Doppler shift to work for

CBS returns to top spot

CBS-TV, downed by ABC-TV's Olympics coverage the week before, came charging back to take the prime time ratings for the week ended Feb. 26 by 3.8 rating points over ABC and by 8.3 over NBC. In Nielsen ratings/shares, the score was CBS 21.7/33, ABC 17.9/27 and NBC 13.4/21. CBS's 21.7 was the highest average weekly rating by any network this season.

CBS had eight of the week's top 10 programs, with the second and final episodes of its ***Master of the Game*** three-part mini-series occupying two of the top three positions and with the first TV presentation of the "Star Wars" theatrical blockbuster ranking fifth. (The opener of its ***Master of the Game*** had been shown the week before and had ranked third.) ABC had two of the week's top 10, including the first part of its ***Lace*** mini-series, which at 28.2/39 was tied with the finale of ***Master of the Game*** (28.2/42) for top-rated show of the week.

CBS won Monday, Tuesday, Thursday, Friday and Sunday nights. ABC took Wednesday and Saturday.

Sunday night featured a three-hour shootout, with ***Lace*** on ABC, "Star Wars" on CBS and a repeat of the movie "Urban Cowboy" on NBC going head-to-head from 8 p.m. to 11 p.m. NYT. ***Lace*** won with its 28.2/39 over "Star Wars'" 25.1/35 and "Urban Cowboy's" 10.5/15. But CBS took the night, thanks to ***60 Minutes'*** 24.3/37 leading into "Star Wars" while ABC's ***Ripley's Believe It or Not*** was doing a 14.0/21 and NBC's ***First Camera*** a 5.1/8.

The second and final installments of CBS's ***Master of the Game*** dominated Monday and Tuesday nights, with scores of 27.7/40 and 28.2/42, respectively. The ABC Monday night movie, "Superman II," placed second for the night at 18.2/27, and NBC came in third when its two-hour ***Super Night Rock 'n' Roll*** special managed only a 12.4/18. On Tuesday night, NBC's regular lineup, led by ***A-Team***, was a runner-up to ***Master of the Game***, and ABC came in third.

On Wednesday night, after President Reagan's news conference at 8-8:30 p.m. NYT, ABC took the evening with its regular lineup, followed by NBC with its regular lineup and, in last place, CBS, with "Taps," which managed only an 11.3/18.

The regular CBS lineups took Thursday and Friday, with NBC second on Thursday and ABC second on Friday. On Saturday, CBS threw in a special movie presentation, Burt Reynolds in "Sharkey's Machine," at 9 p.m.-11 p.m. but it wasn't enough (15.5/28) to head off ABC's ***Love Boat*** (19.3/32) and ***Fantasy Island*** (16.1/29).

The week, the 22d of the 1983-84 season, brought prime time season-to-date averages to 18.2/28 for CBS, 17.3/27 for ABC and 15.2/24 for NBC.

Rank	Show	Network	Rating/Share
1.	Master of the Game, part 3	CBS	28.2/42
1.	Lace, part 1	ABC	28.2/39
3.	Master of the Game, part 2	CBS	27.7/40
4.	Dallas	CBS	26.1/40
5.	"Star Wars"	CBS	25.1/35
6.	60 Minutes	CBS	24.3/37
7.	Simon & Simon	CBS	23.9/36
8.	Dynasty	ABC	23.8/36
9.	Falcon Crest	CBS	21.7/35
9.	Magnum, P.I.	CBS	21.7/33
11.	A Team	NBC	21.5/31
12.	Fall Guy	ABC	19.9/30
13.	Knots Landing	CBS	19.8/33
14.	Hotel	ABC	19.4/36
15.	Love Boat	ABC	19.3/32
16.	Webster	ABC	19.2/31
17.	"Superman II"	ABC	18.2/27
18.	Benson	ABC	18.0/30
19.	TV's Bloopers etc.	NBC	17.9/25
20.	20/20	ABC	17.4/29
21.	Diff'rent Strokes	NBC	17.2/29
21.	Cheers	NBC	17.2/26
23.	Facts of Life	NBC	16.4/25
24.	Fantasy Island	ABC	16.1/29
25.	T.J. Hooker	ABC	16.0/27
26.	Dukes of Hazzard	CBS	15.9/26
27.	TV Censored Bloopers	NBC	15.7/26
27.	Gimme A Break	NBC	15.7/24
29.	"Sharkey's Machine"	CBS	15.5/28
30.	Dean Martin special	NBC	15.1/25
30.	Riptide	NBC	15.1/22
32.	Three's Company	ABC	14.8/21
33.	Family Ties	NBC	14.6/22
33.	Real People	NBC	14.6/22
35.	Life's Most Embarrasing Moments	ABC	14.5/22
36.	Matt Houston	ABC	14.3/23
37.	Night Court	NBC	14.0/22
38.	Ripley's Believe It or Not	ABC	14.0/21
39.	Blue Thunder	ABC	13.8/21
40.	Buffalo Bill	NBC	13.4/21
41.	Oh Madeline	ABC	13.2/19
42.	St. Elsewhere	NBC	13.0/24
43.	Foulups, Bleeps	ABC	12.8/18
44.	Remington Steele	NBC	12.7/21
45.	Dom DeLuise & Friends	ABC	12.5/19
46.	Super Night Rock 'n' Roll	NBC	12.4/18
47.	Mama's Family	NBC	12.2/20
48.	We Got It Made	NBC	11.7/19
49.	Hart to Hart	ABC	11.4/18
50.	"Taps"	CBS	11.3/18
51.	"Blue Lagoon"	NBC	11.0/18
52.	Yellow Rose	NBC	10.5/19
53.	"Urban Cowboy"	NBC	10.5/15
53.	Ripley's Believe It special	ABC	10.5/15
55.	Whiz Kids	CBS	10.1/17
56.	First Camera	NBC	5.1/8

half-hour situation comedy that follows a group of southern California students during the summer months. Reo is executive producer and Harry Winer directs.

■ *Used Cars*, from Columbia Pictures Television, is a half-hour comedy pilot that spins off from Columbia's theatrical film of the same name. Cast includes Hoyt Axton, Deborah Harmon, Frank McCray, Clayton Landley and Fred McCarren.

■ *Otherworld* is a one-hour drama from Universal Television, with Philip DeGuere executive producer, dealing with a typical American family that finds itself in ancient Egypt. The pilot is being shot in Utah. Alex Beaton and Roderick Taylor are producing.

■ *Dreams* is a half-hour sitcom from Centerpoint Productions in association with Guber-Peter Productions. The plot centers on five blue collar workers who form a rock band, which performs at night. Peter Guber and John Peters are executive producers.

According to CBS, two or three additional pilots may be announced later.

ABC's magic number is 30

ABC Entertainment's pilot production roster is made up of about 30 titles, evenly divided between comedy and drama. Confirmed pilots are:

■ *Glitter*, a comedy from Aaron Spelling Productions guided by *Love Boat* producers Ben Joelson and Art Baer.

■ *Jessie*, a drama from MGM/UA Television starring Lindsay Wagner.

■ *Marcus Welby Revisited*, bringing together the cast of the long-running *Marcus Welby, M.D.* From Universal with Martin Starger as executive producer.

■ *COBRA*, a drama from Orion Television with Jerry Golod as executive producer.

■ *Fraud Broads*, a comedy from Green-Epstein Productions and Universal Television.

■ *Me and Mom*, a drama from Viacom Productions starring Bruce Jenner and James Earl Jones.

■ *The Dark Horse*, a drama from Green-Epstein Productions.

■ *Nighthawk*, a drama from Universal overseen by Robert Wolterstorff and Paul Belous.

■ *Honolulu Run*, a drama from Universal's Jim Parriott.

■ *Midas Valley*, a drama from Warner Brothers Television with Edward Feldman and Clyde Phillips as executive producers.

■ *Air Force*, a drama from Tisch-Avnot Productions in association with Paramount Television.

■ *Command Fire*, a drama from Paramount executives Tony Ford and Tony Spinner.

■ *Long Time Gone*, a drama from ABC's in-house production company, Circle Films. Executive producer is Glen Caron and it stars Paul LeMat.

■ *Paper Dolls*, a drama from Leonard Goldberg Productions in association with MGM/UA.

■ *Velvet*, a drama starring Polly Bergen from Aaron Spelling Productions.

■ *Goldie and the Three Bears*, a comedy from Warner Bros. with Dean Hargrove as executive producer.

■ *Earthlings*, a comedy from Warner Bros. with Reinhold Wegee as executive producer.

■ *Who's the Boss?*, a comedy from Embassy Television.

■ *100 Centre Street*, a comedy from MTM Enterprises.

■ *Old Friends*, a comedy from Paramount.

■ *Just Married*, a comedy from Witt-Thomas Productions.

■ *Mr. Mom*, based on last summer's theatrical film, is an Aaron Spelling production in association with Sherwood Productions and 20th Century-Fox.

■ *Real Life*, a comedy from Witt-Thomas-Harris Productions.

■ *Staff of Life*, a comedy from Jefferson/Sultan Productions.

■ *Never Again*, a comedy from Universal Television.

■ *Off the Rack*, a comedy from Warner Bros. starring Eileen Brennan and Ed Asner. □

York-based investment firm. Filed Feb. 17.

■ WPAL(AM) Charleston, S.C. (730 khz, 1 kw-D)—Seeks transfer of control of WPAL Radio Inc. from John Pembroke (42.5% before; none after) to William Saunder (15% before; 57.5% after). Consideration, which also involves stock in another corporation, is $51,000 cash and $149,000 note. Other 42.5% is owned by D. Ward Wilson. Seller also owns WJQS(AM) Jackson, Miss. Buyer, along with Wilson, is applicant for new FM at North Charleston, S.C. Filed Feb. 17.

■ CP for AM (BP 830224AE) Powell, Tenn.—Seeks assignment of permit from Bless Your Heart Inc. to Huckaba Broadcasting for reimbursement of costs not to exceed $20,000, and 30-month consulting agreement for $30,000. Seller is owned by John T. Rutledge, who is also applicant for new AM at Pleasure Park Ridge, Ky., and who owns 80% of applicant for new FM at Hyannis, Mass. Buyer is equally owned by Richard C. Huckaba Jr. and wife, Kate. Neither have other broadcast interests. Filed Feb. 21.

■ KIXK-FM Denton, Tex. (Dallas) (106.1 mhz, 100 kw horiz., 43 kw vert., HAAT: 480 ft.)—Seeks assignment of license from KIX Radio Inc. to ABC Inc. for $9 million cash, including $3-million noncompete agreement. Sale is contingent on grant of CP to change antenna and transmitter location, and make "other changes in station's facilities." Seller is subsidiary of Hicks Communications Inc., majority owned by R. Steven Hicks. It bought station three years ago for $4.6 million ("Changing Hands," Dec. 8, 1983). It also owns KAYI(FM) Muskogee (Tulsa), Okla., and KNOW(AM) Austin, KLVI(AM) Beaumont, KLAR(AM) Laredo, KYKR-FM Port Arthur and KEYI(FM) San Marcos (Austin), all Texas. Buyer is one of three major network companies. President of ABC Radio Division is Ben Hoberman. ABC recently sold KGO-FM San Francisco for $5.5 million ("Changing Hands," Oct. 3, 1983) and also owns six AM's, six FM's and five TV's. Filed Feb. 15.

■ KSVC(AM)-KKWZ(FM) Richfield, Utah (980 khz, 5 kw-D; FM: 93.7 mhz, 27.5 kw, HAAT: 283 ft.)—Seeks transfer of control of Sevier Valley Broadcasting Co. from Brent T. Larson (90% before; none after) to Kent L. Coby (10% before; 100% after) for $475,000, comprising $20,000 cash, $255,000 note and assumption of approximately $200,000 in liabilities. Stations were previously bought for $235,000 ("Changing Hands," Sept. 29, 1980). Seller also is owner of KBUH-AM-FM Brigham City, Utah, and 51% owner of KCKO(AM) Spokane, Wash., and KSIT(FM) Rock Springs, Wyo. Buyer is stations' general manager and has no other broadcast interests. Filed Feb. 17.

■ KHQN-AM Spanish Fork, Utah (1480 khz, 1 kw-D)—Seeks assignment of license from SACE Broadcasting Corp. to Dora C. Schoenfeld for $232,500. Seller is owned by Christopher Warden, who bought station for $225,000 ("Changing Hands," Aug. 9, 1982). He has no other broadcast interests. Buyer is owned by Dora C. Schoenfeld, and her husband, Wayne A. They own Dodge dealership in Salt Lake City and dairy farm and have no other broadcast interests. Filed Feb. 13.

■ KTRW-FM East Wenatchee, Wash. (97.7 mhz, 3 kw, HAAT: 150 ft.)—Seeks assignment from Read Broadcasting System to Challenger Broadcasting Corp. for $250,000 cash. Seller is owned by Thomas W. Read, former board member of National Association of Broadcasters and currently member of FCC/Industry Advisory Committee on Radio Broadcasting. Read also owns KTBI(AM)-KTRJ(FM) Ephrata, Wash., and low-power TV at Wenatchee. Buyer is owned by William F. Baldwin, president, and Seattle attorney, and Gerald B. Dennon, Bellevue, Wash.-based investment banker. Neither has other broadcast interests. Filed Feb. 17.

Actions

■ KATY(AM) San Luis Obispo, Calif. (1340 khz, 1 kw-D)—Granted assignment of license from Robert F. Brown, receiver, to Wischnia Communications Corp. for $300,000 cash. Seller took over from Riverside Broadcasting Co., licensee of station from 1977-1980. Riverside had sold station three years ago for $750,000 to Coastal Broadcasting ("For the Record," April 20, 1981), but was given station back by court after Coastal filed for bankruptcy under chapter seven. Coast, owned by Frederick Herdt Jr., has no other broadcast interests. Buyer is owned by Jay W. Stream, businessman with interests that include construction, banking and Arabian horse farm (51%), Abraham W. Wischnia (30%) and Raymond D. Gennette (19%). None have other broadcast interests. Filed Jan. 3. Granted Feb. 17.

■ KLGT(FM) Breckenridge, Colo. (102.3 mhz, 3 kw, HAAT: 230 ft.)—Granted assignment of license from Summit Communications to Summit Broadcasting for $850,000, including $126,250 noncompete agreement. Seller is owned by Alfred C. Sikes; his wife, Martha H., and J. Neal Ethridge and his wife, Betty. Alfred Sikes and J. Neal Ethridge also have interests in KRMS(AM)-KYLC(FM) Osage Beach, KJAS(AM) Jackson and KJAQ(FM) Gordonville, all Missouri. With their wives, they are 40% owners of KGBX(AM) Springfield, Mo. Buyer is 60% owned by Ronald L. Fowler, San Diego-based beer distributor with no other broadcast interests. Other owners are L. Robert Payne and J. Allan Johnson (20% each). Action Feb. 21.

■ WAPR(AM) Avon Park, Fla. (1390 khz, 1 kw-D)—Granted transfer of control of Florida Outdoor Inc. from Elden R. Lindsey (51% before; none after) to Charles C. Castle (49% before; 50% after) and William A. Stokes (none before; 50% after) for $100,000. Seller said station experienced "disastrous fire" last March. Buyers also own WOKC (AM)-WLMC(FM) Okeechobee, Fla. Action Feb. 9.

■ WKKO(AM) Cocoa, Fla. (860 khz, 1 kw-D)—Granted assignment of license from EMCOM Associates Ltd. to Dickson/Fry Broadcast Group Inc. for $525,000, comprising $165,000 cash and $360,000 note. Seller is majority owned by Howard W. (Bill) Maschmeier and his wife, Jane S. They have no other broadcast interests. Buyer is owned by Alan A. Dickson (90%) and Michael L. Fry (10%). Filed Jan. 3. Action Feb. 15.

■ WFTL(AM) Fort Lauderdale, Fla. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from WFTL Broadcasting Co. Inc. to Channel Communications Inc. for $1,520,000. Seller is headed by Joseph C. Amaturo, president. It is also selling WWJF(FM) Fort Lauderdale ("Changing Hands," Oct. 24, 1983). Buyer is being organized Mark Witkin and Arnold Bloom, Boston attorneys, who will seek additional investors. Witkin is one of hosts of *Sports Huddle* show on WHDH(AM) Boston. Witkin and Bloom also have interest in WKBR(AM) Manchester, N.H. Action Feb. 8.

■ WWJF(FM) Fort Lauderdale, Fla. (106.7 mhz, 100 kw, HAAT: 900 ft.)—Action assignment of license from WFTL Broadcasting Co. to The Tremont Group for $4.35 million, including $4.18 million note. Seller is headed by buyer, Joseph C. Amaturo, president and holder of approximately 35% of its stock. Other 65% is held by 17 stockholders, none with more than 10% individually held. It is also sold co-located WFTL(AM) ("For the Record," Jan. 2). Buyer is also president of Amaturo Group, which owns KBGT(TV) Albion (Lincoln), KWNB-TV Hayes Center, KHGI-TV Kearney and KSNB-TV Superior, all Nebraska; KMJQ-FM Houston, KMJM-FM St. Louis and WDRQ-FM Detroit. Action Feb. 21.

■ KXTC(AM) Nampa and KQZQ(FM) Caldwell (Nampa), both Idaho (1340 khz, 1 kw-D, 250 w-N; FM: 103.1 mhz with 3 kw)—Granted assignment of license from Hayes Broadcasting Co. to Boise Area Radio Stations Inc. for $485,000, including $325,000 in notes, and equipment lease. Seller is owned by John T. Hays, who bought stations two years ago for $525,000 ("For the Record," May 4, 1981). He also owns KAYT(AM)-KNAQ(FM) Rupert, Idaho. Buyer is owned by Ralph J. Carson and family, and Alan D. Hague. They also own KRSP-AM-FM Salt Lake City; KRJC(FM) Elko, Nev., and KSMK-FM Cottonwood, Ariz. Action Feb. 7.

■ WJBM-AM-FM Jerseyville, Ill. (1480 khz, 500 w-D; FM: 104.1 mhz, 50 kw, 380 ft.)—Granted assignment of license from Tri-County Broadcasting Co. to Jerseyville Broadcasting Inc. for $1 million cash. Sale is contingent on FCC approval of application to move FM transmitter and tower. Seller is majority owned by Janet A. Gorecki. Neither she nor other owners have other broadcast interests. Buyer is equally owned by Saul Rosenzweig and family, and Bernard Koteen and his wife, Shirley. Rosenzweig is former vice-president of KPLR-TV St. Louis and president of Figgie Communications Inc., subsidiary of Figgie Holdings Inc., publicly owned manufacturer, which last year sold WLIX-TV Onondaga, Mich., for $20.5 million ("Changing Hands," April 8, 1983), and is assignee, subject to FCC approval, of WFWY-TV(CP) Syracuse, N.Y. (see below). Bernard Koteen is Washington communications attorney. Shirley Koteen is art consultant. Action Feb. 14.

■ WKSY(FM) Columbia City (Fort Wayne), Ind. (106.3 mhz, 3 kw, 300 ft.)—Granted assignment of license from Indiana Broadcast Associates to Kramer Communications Inc. for $435,000 cash and completion of $54,000 real estate note. Seller is owned by Arnold Malkan and family. They also own WYMJ(FM) Beaver Creek (Dayton), Ohio; KEYS(AM) and majority of KZFM(FM), both Corpus Christi, Tex. Buyer is owned by Rudy J. Kramer, station's general manager (51%), and John C. Seyfert, Fort Wayne, Ind., businessman (49%). Neither have other broadcast interests. Action Feb. 21.

■ KLBA(AM) Albia, Iowa (1370 khz, 500 W-D)—Granted assignment of license from Albia Broadcasting Inc. to H&H Broadcasting Corp. for $75,000, including seven-year noncompete agreement. Seller is owned by Gerald H. Estel (50%), V. Jean Rosenboom and Marvin Rosenboom (25% each). Buyer is owned by John Raymond Hallstrom (27.5%); his wife, Louis G. (20%); their daughter, Janet (5%); Lewis A. Hale (27.5%), and his wife, Betty L. (20%). John Hallstrom is also 14% owner of KSMX(FM) Ft. Dodge, Iowa. Action Feb. 14.

■ WTJM(FM) Pineville, Ky. (106.3 mhz, 780 kw, HAAT: 750 ft.)—Granted assignment of license from John O. McPherson to Pine Hills Broadcasting Inc. for $300,000, including $225,000 note. Seller has no other broadcast interests. Buyer is equally owned by W.R. (Bud) Carrigan and wife, Janis M.; and Donald Yoakum and his wife, Ruth. W.R. Carrigan is manager of WTJM, and Janice Carrigan is station's traffic manager. Donald Yoakum is Middlesboro, Ky., furniture store manager, and Ruth Yoakum is employed at Middlesboro hospital. W.R. Carrigan also is 33% owner of WBCY(AM) Bristol, Tenn. Action Feb. 22.

■ WWKY(AM) Winchester, Ky. (1380 khz, 1 kw-D)—Granted transfer of control of WWKY Inc. from Wilda Horton and family (100% before; none after) to Bayard Harding Walters (none before; 100% after) for $125,409 plus assumption of approximately $91,000 debt. Seller has no other broadcast interests. Buyer also owns co-located WFMI(FM) and WKCM(AM) Hawesville, Ky. Action Feb. 17.

■ WQCK(FM) Clinton, La. (92.7 mhz, 3 kw, HAAT: 300 ft.)—Granted transfer of control of Bayou State Broadcasting Co. from Dan R. Boyce and Ralph D. Boyce (80% before; none after) to Carver L. Henry (none before; 80% after) for $350,000, including $270,000 in notes. Bayou State acquired station in last year for $190,220 ("For the Record," May 9, 1983). Sellers are father and son, Brandon, Miss., businessmen with no other broadcast interests. Other 20% will remain with John K. Wilson, station's general manager. Buyer is Houston attorney who also has minor interest in applicant for new TV at Houston. Action Feb. 16.

■ WSTR-AM-FM Sturgis, Mich. (1230 khz, 1 kw-D, 250 w-N; FM: 93.3 mhz, 1.4 kw, HAAT: 390 ft.)—Granted assignment of license from Water Wonderland Broadcasting Co. to Communications & Cablevision for $300,000. Seller is group of 12 investors headed by Roy C. Engelhardt, president, and S. Franklin Horowitz, vice president. Horowitz also has 27% interest in WCEN-AM-FM Mount Pleasant, Mich. It is also selling its 80% interest in cable TV systems in Sturgis and Fawn River, Mich., to same buyer for $1.6 million. Buyer is subsidiary of Michigan Energy Resources Co., public-utility holding company, headed by Paul Schreur, president. It owns 4,800-subscriber cable system in Frenchtown, Mich. Action Feb. 7.

■ WDDT(AM) Greenville, Miss. (900 khz, 1 kw-D)—Granted transfer of control of Clearwater Broadcasting from John T. Gibson Sr. and Betty W. Carter (50% each before; none after) to Don Manuel (none before; 100% after) for sum equal to four times company's assets as of April 30, 1983. Sellers have no other broadcast interests. Buyer has no other

Summary of broadcasting
as of January 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,736	163	4,899
Commercial FM	3,540	415	3,955
Educational FM	1,131	176	1,307
Total Radio	9,407	754	10,161
FM translators	762	431	1,193
Commercial VHF TV	535	22	557
Commercial UHF TV	334	222	556
Educational VHF TV	110	4	114
Educational UHF TV	173	25	198
Total TV	1,152	273	1,425
VHF LPTV	190	76	266
UHF LPTV	72	105	177
Total LPTV	262	181	443
VHF translators	2,865	188	3,053
UHF translators	1,889	213	2,202
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.